

Queensland Independent Schools SUMMIT

REPUTATION
AND TRUST

GUEST SPEAKER



Adam Ferrier

Psychologist & Brand Strategist

Adam began work life as a criminal psychologist, before becoming a cool hunter (and completing his masters in psychology in 'Identifying the Underlying Constructs of Cool People') and then co-founding Naked Communications APAC. Naked was a wild trip and became one of Australia's most audacious and successful agencies, embracing a strategically focused behavioural change model.

Following that, Adam co-founded Thinkerbell – where they practice 'measured magic' – bringing together marketing science and hardcore creativity. After just three years Thinkerbell was officially recognised as Mumbrella's 2021 Creative, Full Service, and PR Agency of the Year – the first time one agency has won all three awards. It's currently Campaign Brief and AMI 2023 agency of the year too. There are now approximately 200 people at Thinkerbell across Australia and New Zealand.

In other news Adam is also the author of two books *The Advertising Effect* (Oxford), and *Stop Listening to the Customer*